RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

April 16, 1997

RJR Account #160600
Mr. B. Donahue
DONAHUE TOBACCO CO.

JUNE DORAL B2G1F / PROMOTION #700272

Dear Bill:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 43 skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Box	12300-24065	3
Light Box	12300-24066	3
Full Flavor 100	12300-24063	1
Light 100	12300-24062	3

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

PO #051297

Product / Premium Arrival: **May 12, 1997**

Ship Date to Retail: **Week of: May 19, 1997**

SKU CUBE : **0.9960**
SKU WT (w/o Product): **1.7200 lbs**
Retail Sales Offer per Sku: **21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount: **$1,422.86**
Non-EFT $ Amount: **$N/A**

51862 3575

Source: https://www.industrydocuments.ucsf.edu/docs/gyym0000

B2G1F
DONAHUE TOBACCO CO.

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'.* UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED,** IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

PLACE INTO EACH DISPLAY:

* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$49.00 (3.5 (12M) case(s) @ $14.00).** Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Westenberger / . 162302
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

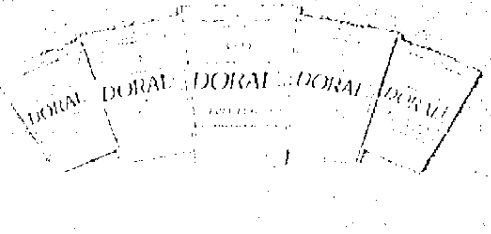
Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-JUNDOR.DOC

51862 3576

Source: https://www.industrydocuments.ucsf.edu/docs/gyym0000

R.J.R TOBACCO



TO ALL R.J.R Retail Partners

RETAILER LETTER

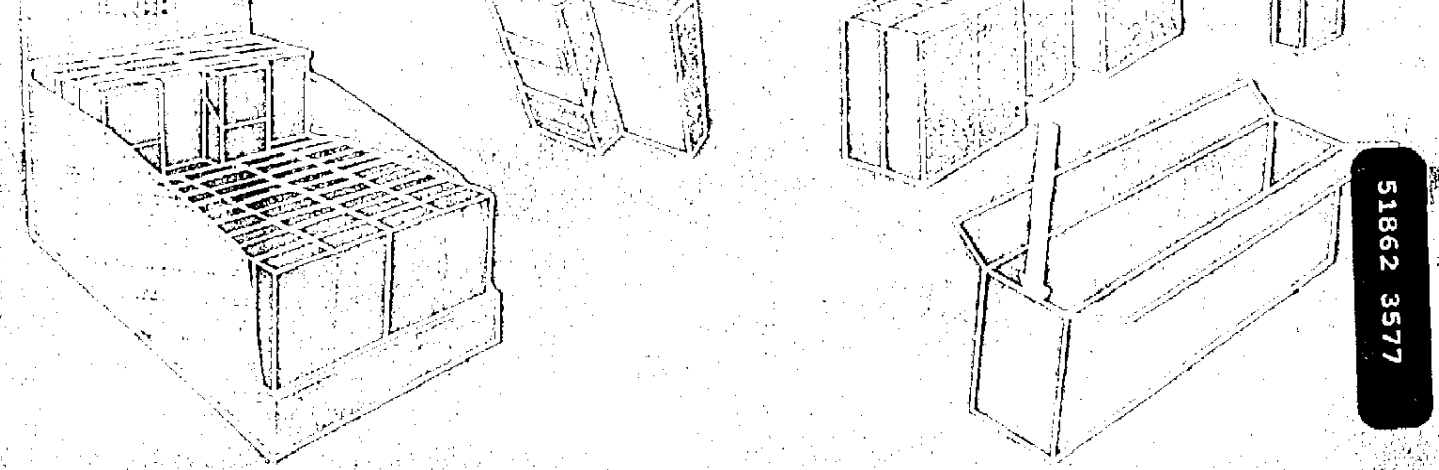
DORAL BACK

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS OFFER TWO PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAY AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED CLOSE BACKS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER. DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER. PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR R.J.R REPRESENTATIVE.



51862 3577

Source: https://www.industrydocuments.ucsf.edu/docs/gyym0000

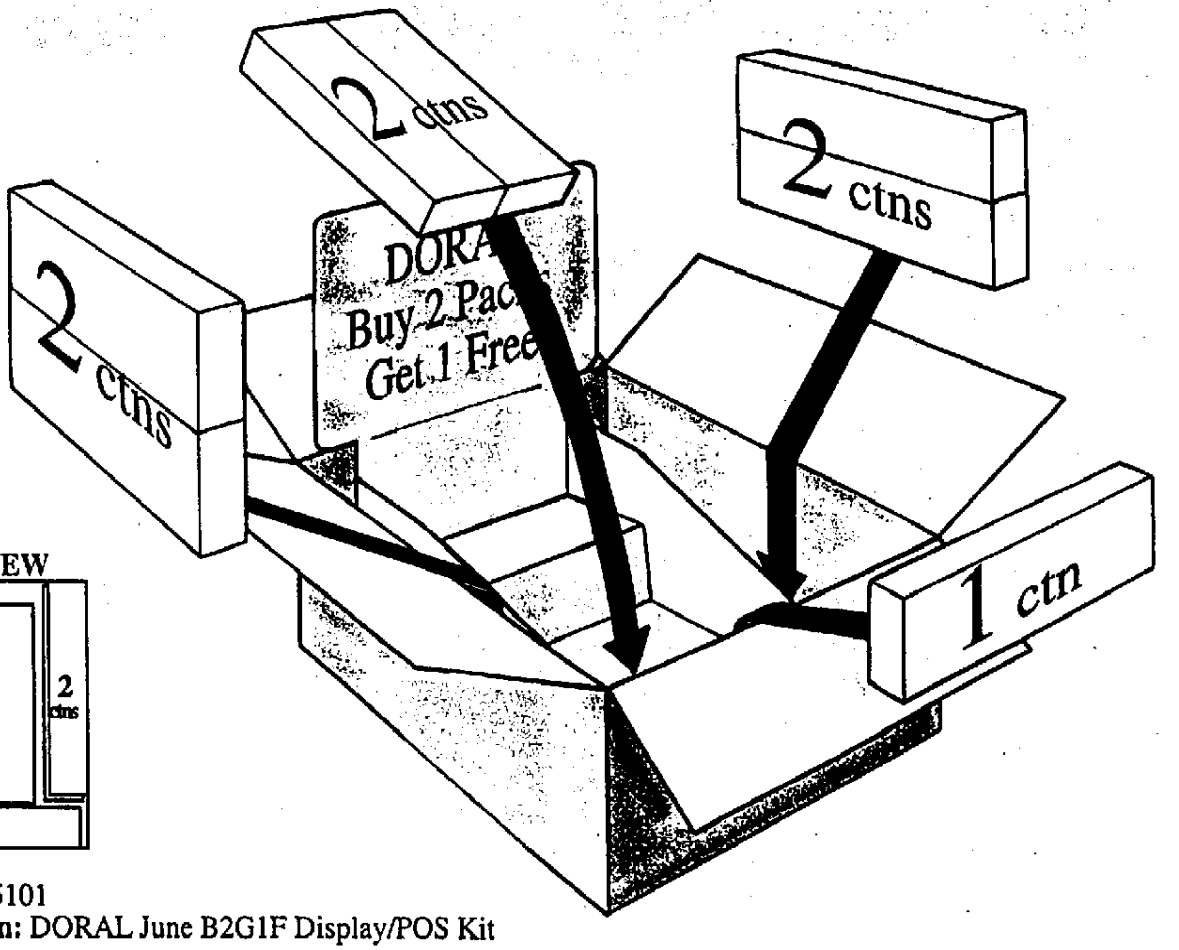
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

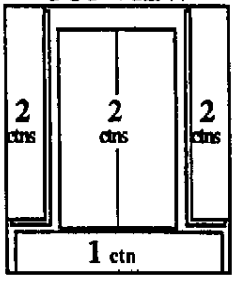
June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



TOP VIEW



Item: #525101
Description: DORAL June B2G1F Display/POS Kit

Brand Style	FF Box	LT Box	LT 100	FF 100		
Number of Cartons	2	2	2	1		

51862 3578

©1997 R.J. Reynolds Tobacco Company Printed in U.S.A.

Source: https://www.industrydocuments.ucsf.edu/docs/gyym0000

WHOLESALER : 160600 DONOHUE CANDY & TOB., INC. <DIRECT>
TEMPLATE : 700272 70600 DOR JUNE B2G1F
TEMPLATE SEQ : 0008
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201		653523	NORTHERN BORNE MOBI	RT. 30	LONG LAKE	NY	12847	1				(518)624-2178
162302	162320	566184	MINOQUE'S BEVERAGE	AVIATION ROAD	QUEENSBURY	NY	12804	1		1126-0000		(518)793-5159
162302	162321	566187	MINOQUE'S BEVERAGE	16 WEST AVE	SARATOGA SPRIN	NY	12866	1		1126-0000		(518)584-1160
162304	162321	402337	A-PLUS #60036F	521 BROADWAY	SARATOGA SPRIN	NY	12866	1		0362-0102		(518)583-4202
162302	162320	748814	RUTH'S MINI MART	84 MAIN ST	S GLENS FALLS	NY	12803	1				(518)798-9291
162305		748840	STOP-N-GO	222 S PEARL ST	ALBANY	NY	12202	1				(518)463-2869
162201		684091	NORTHERN BORNE	MAIN STREET	LONG LAKE	NY	12847	1				(518)624-3271
162302	162320	176627	EDDIES GROCERY	82 BOULEVARD ST	HUDSON FALLS	NY	12839	1				(518)747-3277
162302	162320	177009	JACOB & TONEYS IGA	157 MAIN ST	WARRENSBURG	NY	12885	5				(518)623-3850
162302	162320	177018	MOOREWOOD IGA	MAIN STREET	NORTH CREEK	NY	12853	1			906941	(518)251-2775
162302	162320	177035	HARTFORD IGA	ROUTE 40	HARTFORD	NY	12838	1				(518)632-5291
162302	162320	177038	SCOTTIES VARIETY	20 MAIN ST	GRANVILLE	NY	12832	1				(518)642-9889
162302	162320	250716	BONFARE	RT 9 SARATOGA AVE	S GLENS FALLS	NY	12803	1				(518)798-4781
162302	162320	573906	ZAFAR DAR & SONS PE	122 AVIATION RD	QUEENSBURY	NY	12804	1				(518)792-3110
162302	162320	640167	ZENATH PETROLEUM	278 BROADWAY	HUDSON FALLS	NY	12839	1				(518)747-8503
162302	162320	670993	FAITH ENTERPRISES	EXIT 23	LAKE GEORGE	NY	12845	1				(518)623-3707
162302	162320	705930	B&R GETTY	MAIN STREET RT. 9	S GLENS FALLS	NY	12803	1				(518)793-4715
162304	162321	176607	CORINTH NEWS	118 MAIN ST	CORINTH	NY	12822	4				(518)654-6031
162304	162321	392637	GETTY MART	RT 50 & BROOKLINE	BALLSTON SPA	NY	12020	1				(518)885-2538
162304		699058	CORINTH MOBIL	132 MAIN ST	CORINTH	NY	12822	1				(518)654-9993
162304	162321	699172	ZZ PETROLEUM, INC.	2429 STATE ROUTE	BALLSTON SPA	NY	12020	2				(518)899-6271
162305	162322	579471	N&H GROCERY	218 LARK ST	ALBANY	NY	12210	1				(518)436-0484
162305	162326	722987	NEW AB CONVENIENT	299 2ND AVE	ALBANY	NY	12209	1				(518)433-0749
162306	162325	634314	HAMADA MART INC.	95 CONGRESS STREE	TROY	NY	12180	1				(518)275-0514
162306	162326	686763	GM PETROLEUM	RT 9 & 20	EAST GREENBUSH	NY	12061	1				(518)477-9129
162302	162320	177011	BOB'S VARIETY	47 SOUTH STREET	GLENS FALLS	NY	12801	1				(518)792-9891
162302	162320	177024	SOKOLS QUEENSBURY M	122 AVIATION RD	GLENS FALLS	NY	12804	1				(518)792-3777
162302		177048	GETTY 58743	23 MAIN & JOHN ST	HUDSON FALLS	NY	12839	1				(518)747-6764
162302		494790	EMRICK'S EMPORIUM	4466 HARRISBURG R	STONY CREEK	NY	12878	1				(518)696-2035
162302		564276	ASAD PETROLEUM GETT	RT 9L & 149	QUEENSBURY	NY	12804	1				(518)792-3191
162304		482448	MARKEL'S HESS	719 NEW LOUDON RD	LATHAM	NY	12110	1				(518)783-7624
162304	162321	713344	WASH N DRY LAUNDRY	92 MAIN ST	CORINTH	NY	12822	1				(518)654-6043
162305		252946	STOP -N- SHOP MARKE	21 LARK STREET	ALBANY	NY	12210	1				(518)645-1623

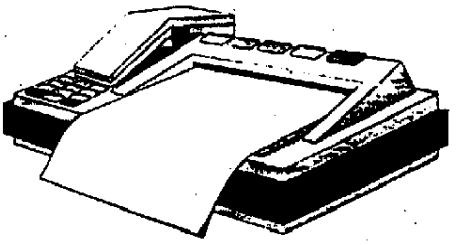
PAGE BREAK TOTAL ACCOUNTS 33 TOTAL QUANTITY 41

TEMPLATE TOTAL ACCOUNTS 33 TOTAL QUANTITY 41

51862 3579

Source: https://www.industrydocuments.ucsf.edu/docs/gyym0000

SENDING A FAX!!



DATE: 4/16/97

TO: Rich C.

FROM: J. CAMPBELL / R. J. REYNOLDS TOBACCO COMPANY
OFFICE (716) 634-4179 / FAX (716) 634-3145

NUMBER OF PAGES (INCLUDING COVER PAGE) 3

COMMENTS: Hi Rich - Need these
10 #s for Dowling.
Thanks,
J

51862 3580

Source: https://www.industrydocuments.ucsf.edu/docs/gyym0000

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 05/22/97

ACCOUNT NUMBER: 160600
VOUCHER NUMBER: 15354522
DATE WRITTEN: 05/22/97
STATUS: PAID
AMOUNT PAID: 49.00

DONOHUE CANDY & TOB.
114 MIDDLE AVE
SARATOGA SPRINGS , NY 128

SEND CHECK TO: RDU

DESCRIPTION	UNITS	AMOUNT
97 VAP PK & SHP	3.50	49.00

EXPLANATION: JUNE: DORAL B2G1F PROMOTION #700272/SR 162302

51862 3581

Source: https://www.industrydocuments.ucsf.edu/docs/gyym0000